

WORLD WIDE WEB UPSELL SYSTEM AND METHOD

ABSTRACT

An upsell system and method for use on the worldwide web. A system and method are provided in which upsell offers are presented to customers, who have placed orders with a website, by a third party upsell server. At or near the completion of the transaction, transaction details are communicated to the third party upsell server. The upsell server provides an offer directly to the customer. Should the customer accept the offer, an upsell order is processed by the upsell server in a manner that is seamless to the customer.